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> From: Schwartz, Linda H.
> Sent: Monday, March 29, 1999 2:57 PM
> To: Robinson, Yvette J.
> Cc: Bayliss, Elissa L.; Seraponas, Tim (Leo Burnett)
> Subject: RE: Marlboro Miles For Admission - Name Generation Cards,
> BRE's
>
> YOU MIGHT GET THIS E-MAIL TWICE. DELETE ONE OF THEM

Source: https://www.industrydocuments.ucsf.edu/docs/grhn0004

IF YOU DO.

> Yvette,
> A few questions for you working up from the bottom of your e-mail.....
>
> * LBCo. can certainly print up new event card count sheets. When do you
> need them? (If it's not a problem using existing sheets with the
> guarantee that MFA information is recorded, that will save you some time
> and money. Let me know which way you'd prefer.)
>
> * You have "coded" BRE's. I'm assuming that you mean it has a unique PO
> Box, separate from other Marlboro events? LBCo. will open that up for
> you, assign the box number etc. and then that information gets forwarded
> to Madden to print. (Tim - in Michelle's absence, do you know if Madden
> gets repro for the PO box, or do we simply give them the information (i.e.
> over the phone, via e-mail, pouch, etc.) Yvette - you'll need to open up
> a separate POS number (only one) for the BRE.
>
> * As for the survey itself, I think that you can coordinate with Elissa
> (I'd help you but don't have copies of the '99 surveys), to pick up what's
> been done for '99. It should be very easy for Madden to pick up existing
> film and just strip in a new POS number.
>
> Let me know if anyone has questions.
>

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